Tourism as An Unconventional Strategy Enriching Social and Economic Development at Hills Area in Bangladesh: A Study on Bandarban Hills Area

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Abstract

The study is an investigation of social and economic impacts through tourism on hills area at Bandarban in Bangladesh. A significant purposeful survey towards 499 respondents were conducted and the instrument was questionnaire. The research method is descriptive -analytical and correlational. The stepwise regression study creates the most changes that are related to the social and economic dimensional dependent variable along with coefficients. Then factor analysis has been applied multiple correlations and narrow down with a few factors. The outcomes of this investigation revealed that legitimate routine with regards to tourism influences economic and social development to local community. The recommendations are proper policy formulations, private and foreign investments. Recommendations were brought from both secondary; literature review and primary data analysis as well.

Keywords: Hillside tourism, economic & social impact, local community, regression analysis.

1.0 INTRODUCTION:

Tourism can help to do economic progress in any country around the world. Prior research has been revealing that tourism develop and improve the socio-economic conditions of any country (Zaei & Zaei, 2013). Tourism does mean only one activity, it is all about transport, room, food, window-shopping, performing and diversified hospitalities. Tourism generates income, creating employment, generating foreign exchange earnings, improving standard of living and reducing poverty. Tourism is the fastest growing economic around the world indeed. Tourism is ranked as in fourth earning source after fuel, chemical, automaker. Tourism creates different sectors of import and export too.

Tourism in hillside is immense unbelievably. It is kind of natural as well as historical heritage type too. All countries do not have adequate and proper hillside tourism dimensions, but Bangladesh has marvellous types of hillside tourism dimensions. Thus, Bangladesh can use this opportunity and would generate income through employment and diversified economy too. Bangladesh is planning to end the extreme level of poverty by 2030 and this kind of tourism such as hillside might help to make the plan true.

Though there are a few positive and negative sides of the tourism, still hillside tourism might help to influence economy in diversified ways. Tourism might force to pay tax, levy, but still it has so many positive dimensions too. Tourism deals with higher standard of living, investments and all those have greater benefits than costs (Brida et al., 2011).

Bangladesh not only have hillside blessings, but also have sea beaches, mangrove forest, swamp forest and so many islands too. But hillside creates a bit more aesthetic beatification obviously. The local community is getting enormous positive outcome from tourism points of view at hillside area in Bangladesh through tourism. However, the hillside areas are still neglected or non-cared by the concerning authorities in aspects of development of enormous tourism sectors. Coordinated policies are really needed and significant as well.

So far from the past research, there is a slim research have been conducted to find out the socioeconomic influence on hillside in Bangladesh in relation to local community. Previous one research was about urban socio-economic and urban condition of hills area in Bangladesh and urban satisfaction level as well as Bandarban municipal area were only covered and linked up. But the total hills area of Bandarban was not covered and was not captured. Hence, this is a significant research gap though ((Barkat Ali, Molla and Faisal, 2014). In addition, Ethnic woman and nutritional status-based research were conducted in aspect of hills area, but hills area specifically Bandarban hills area and its local community's influences or impacts were not analysed over there ((Sartaz, Kawser, Akhtaruzzaman and Islam, 2020). So, the objective of this study is to cover up this gap and find out how hillside tourism would influence economic and social dimensions of local community in Bandarban. The outcome might bring a meaningful summary what might provide an insightful and handful platform to policymakers. Thus, tourism sector of Bangladesh might get a fantastic strategic conceptual as well as policy making framework.

2.0 LITERATURE REVIEW:

Any place where tourists visit would be significant for local community. They make communication and interaction with one another. This could change the quality of life, social life and social organisation (Joseph & Amanda, 2010). The development of tourism has socio-cultural impacts towards the locations where tourism is established. Socio cultural impact refer as values, behaviour, relationship, lifestyle, morality, creativity, occasions, ceremonies and institutions (Pizam & Milman, 2001). The prior research on tourism is showing that tourism has a great impact on economic development.

Host community refers places where tourists are hosted and provided desired goods and services. This is how tourists are getting welcoming attitudes, comfort and other services. And host community is provoking tourists to visit their locations. At the same time, the daily life of host community is affected by tourism culture in diversified dimensions.

The impact of tourism into local community can categories into in several parts, such as economic impact, social impact, cultural impact and environmental impact (Cook et al.,2006). These categories do have both encouraging and undesirable impacts towards local community. But if local community and policy makers who make the policies for the tourists have mutual and effective communication, then undesirable impacts could be reduced. Local community would come to know different cultures from different tourists, might know different social interests from different tourists and would know the flexible policies what would be better for tourists.

Tourism brings considerate interests into different types of organisations. Tourism contributes to economic growth and thus it brings social welfare towards regional economies (Amin, 2020). Tourism can carry the flavour of the different parts of the world. Tourism helps to protect natural assets such as species, parks (Zaei & Zaei, 2014). Balance of payment definitely denotes the positive or negative things of any country and tourism has positive impact on balance of payment of that particular community. Government of any country is encouraging tourism (Tatoglu et al., 2000). Tourism definitely helps generating country's income, employment and develop social happiness through tourists' spending into the economy.

Travel develops many socio-economic influences on the economy as well as on society. Consequently, it is vital to figure out the leading impacts of procedure propositions. A study to investigate the influence of tourism progress on the local community and data for the study was gathered by exercising diverse methods to analyse the socio-economic influence from both qualitative and quantitative type. Outcomes of simple frequency analysis, Analysis of Variance (ANOVA) disclosed that enhancement in tourism growth had a noteworthy consequence on the lives of the local people. Singla (2014) evaluated the influence of tourism action in one location and she examined what individuals think as significant between public and individual matter. Exercising normal econometric approaches such as Chi-Square test, ANOVA regression analysis, and factor analysis, the researcher disclosed that tourism improvement influences both social and economic procedures in the learning part and individuals are attracted in shared matters side by side with individual matters too.

Not only in Bangladesh, but also in around the world hillside tourism is popular towards the minds of the tourists. But there are a few lacking on social, economic and environmental effect of hillside tourism of Bangladesh. Therefore, this study is going to reveal various social and economic impacts of hillside tourism in Bangladesh on the basis of above mentioning literature reviews.

2.1 Research context and objectives:

A considerable time has been passed since the development of tourism initiatives started in Bangladesh and therefore, now it would be real research gap to evaluate and analyze the economic and social impacts on local community, particularly whether tourism has positive impact or negative impact. Thus, the main objective of this study is to investigate the economic and social impacts of tourism development of hills area at Bandarban district in Bangladesh.

3.0 RESEARCH METHOD:

In this research, descriptive method has applied since this study has been highly structured in terms of the formulation and definition of research problems. Therefore, descriptive research is ideal with a view to achieve the determined research objective.

3.1 Sampling strategy and sample size

Using stratified random sampling for this study is suitable since it would help to understand diverse aspects and impacts of various samples of the population. On the other hand, stratified sample does not have that many errors compare to traditional random sampling technique. The following formula had applied for selecting sample size in this study:

$n = N / [1+N (e^2)]$

here

n = size of the sample

N = Population size
e = level of precision
After using this formula, the total respondents of this study were 499.

3.2 Pattern of the questionnaire:
The questionnaire is prepared based on tourism development from Shingla's (2014) and Ahmed's (2015) research outcome. There are a few parts of the questionnaire such as demographic information (age, sex, income, profession). Then the survey questionnaire was developed, and it contains three segments: economic impact and social impact in Bandarban. At the end, a few open-ended questionnaires are incorporated. The concept of open-ended questionnaire is basically about challenges, prospects, and development issues of this tourist site and how the community of Bandarban consider it. Five points Likert scale have applied for preparing questionnaire.

3.3 Data Collection approach:
Primary data have been collected over the 499 local community people of Bandarban area. Respondents were approached politely, and they were informed about the purposes of the research. Most of the respondents were interested and agreed. After getting the consent, the questionnaire was given, and they filled it up.

3.4 Limitations of the methodology:
Several limitations of the methodology should be mentioned here. As there was no condition or reservation over who would be participants in this study, the outcome of this research could be biased either positive or negative ways. Furthermore, respondents were not that much reluctant when the data were taken since the author was unknown to them. Finally, the sample may be biased for those participants who were not shown up during that data collection period.

4.0 DATA ANALYSIS & EMPIRICAL FINDINGS:
4.1 Respondents' demographics:
This underlying research was comprised 499 respondents. Around 60% respondents were male and 40% were female. They have been covered different age groups. Their median age was between 25 and 40 years. Most of them were married. About 60% of the participants were employed. Only a few were unemployed.

4.2 General attitude toward tourism at Bandarban area:
In general, the residents of Bandarban have a favourable attitude toward tourism. 78% of the participants favoured somewhat or strongly favoured the existence of tourism at Bandarban (Table 1). Among them, majority of the participants felt that the image of Bandarban has been improving significantly due to tourism activities (Table 2).

Table 01: 'Feelings on the presence of tourists at Bandarban'

Assistance for tourists' presence	%
Strongly oppose the assistance of tourism (1)	1.4
Oppose somewhat the tourist's presence (2)	4.6
Neutral (3)	14.7
Favourable (4)	37.3
Strongly favourable (5)	42.0
	100.0

Mean 4.1, SD 0.8

Table 2: 'Impact of increased tourism into the image of Bandarban'

Impact	%
Worsen (1)	2.0
Somewhat worsen (2)	15.6
Neutral (3)	19.2
Improved (4)	48.1
Significantly improved (5)	17.1
	100.0

Mean 3.4, SD 1.0

Participants were asked about to express their experiences towards the impact of tourism at Bandarban where '1' was the variable of worsen and '5' was significantly improved.

Employment facilities, income, standard of living, revenue and quality life were considered improving due to tourism at Bandarban. On the other hand, crime and insecurity were taken as worsen at Bandarban (Table 3).

Table 3: Impact of Tourism on Sociocultural Issues

Issue	Mean	Standard Deviation
Employment facilities	4.5	0.8
Income	3.9	0.9
Standard of living	3.7	0.8
Revenue of the town	3.6	1.1
Courtesy & hospitality	3.2	0.9
Morality	2.5	0.7
Crime	2.3	0.6
Total mean 2.8		
Worsen (1) Somewhat worsen (2) Neutral (3) Improved (4) Significantly improved (5)		

Moderate standard deviation was found into most of the variables that indicates consensus among Bandarban residents as impact of tourism. But the most noticeable exception was the impact of tourism into tax revenue. Its outcome is remarkable. 62% participants have will to take jobs at tourism sectors.

4.3 Attitudes towards tourists' categories:

There are a portion of questions were about local people perception towards tourists. And most of the participants found domestic tourists are similar to themselves.

Table: 4 Degree of similarity between local people and domestic tourists

Similarity	%
Significant different (1)	5.0
Somewhat different (2)	18.9
Both (3)	17.9
Somewhat similar (4)	39.8
Significant similar (5)	16.4
	100
Mean 3.3, SD 1.1	

Domestic tourists' activities, ways of availing the tourists' sides are very much known to the local people. They can understand domestic tourists' perceptions on consuming the site in diversified ways. But local people made quite comments in aspect of dissimilarities for foreign tourists.

Table 5: Degree of dissimilarity between domestic tourists and foreign tourists

Dissimilarity	%
Significant different (1)	20.7
Somewhat different (2)	26.3
Both (3)	19.2
Somewhat similar (4)	16.8
Significant similar (5)	6.4
	100
Mean 2.5, SD 1.3	

Foreign tourists usually do sightsee, adventurous activities during visiting any location or holidays. They usually stay over at remote area whereas domestic tourists enjoy within their comfort zones such as hotel, motel, or cottage end of the day. Their food habits have quite dissimilarities.

A few socio-demographic variables were analysed to achieve the goals of this research. The variables were sex, marital status, numbers of children, education, age, individual income, family income, employment in tourism sector, family employment in tourism sector. The relationship between age, marital status, education, household income does not have any significant with tourism sector. But family income and tourism sector has been shown significant relationship. The respondents' family income has higher level support from tourism industry. Also, male respondents have higher level support from tourism sector work than female respondents (Mean 12.2 vs. 11.7; t= 1.96; p=.05). Then respondents who work under tourism industry receive higher levels of supports than respondents who do not work tourism industry (Mean 13.1 vs. 11.3; t= -4.81; p= 0.0001). Again, respondents who do not have tourism-based family income have less support than who have family employment in tourism industry (Mean 12.6 vs. 11.3; t= 2.67; p= .008).

Hence, the outcome of this research indicates that most of the demographic variables did not portray any affect participants' support level due to tourism industry at Bandarban, but notable exceptions were gender,

participants' family income from tourism sectors and individual income from tourism.

Another significant outcome indicated that a few independent variables intensely fall in participants' supports for tourism-based employment at Bandarban. The degree of variance was explained in each of the three regressions and it was kind of medium range (max R^2 = 0.41). It is observed that three dependent variables were identified as correlated each other, then a new dependent variable was appeared (Table 6).

Table 6. Correlation matrix on other Dependent variables

	Dependent variable 01	Dependent variable 02	Dependent variable 03	
Dependent variable 01		0.43	0.64	Dependent variable 01= Feelings on the presence of tourists at Bandarban'
Dependent variable 02			0.54	Dependent variable 02 = Impact of increased tourism into the image of Bandarban
Dependent variable 03				Dependent variable 03 = Impact of Tourism on Sociocultural Issues

Along with this new dependent variable, multiple regression was done (Table 7).

Table 7: Multiple Regression for Bandarban tourism industry regarding opinions and individual characteristics

Variable	Regression Coefficient	F	Zero order correlation coefficient	Cumulative R^2
Standard of living & quality of life	.21	62.2[a]	.36	.23
Image into the community	.27	56.9[a]	.46	.35
Income	.14	38.3[a]	.38	.42
Advice for job under tourism related work	.11	32.3[a]	.31	.42
Difference between tourists & local people	.10	24.2[a]	.24	.46
R^2 = 0.50 $a_{[a]} < .001$				

And from the table, it was found that the residents at Bandarban who work under tourism activities have been growing up following perceptions and personal characteristics:

- They came to understand that their standard of life and quality of life have been improving due to flourish of tourism industry
- Tourism sector has been uprising the improvement of their community
- Tourism sector has been healing their economic activities and income level too
- They want to employ themselves into tourism sectors

There were a few socio-demographic variables, but one variable captured the central point in regression equation and that is employment into tourism sectors at Bandarban. It is a combined effect on all. Other socio-demographic variables such as age, gender, income and education did not portray that much combined attitude towards tourism sectors.

Multicollinearity test is required for some independent variables. This is why a set of correlations along with impact variables were concluded. The outcome reflected that out of possible correlations, 13 had a coefficient higher than .35, and 5 had a coefficient higher than .45. Though usually this would not be a challenge of multicollinearity in the regression, it was considered to do a factor analysis of some of the variables and regress the factor analysis of independent variables into new combined dependent variable.

The factor analysis has been used squared multiple correlations as communality estimates, and further Varimax rotation on variables showing the tourism impacts. The rotated solutions kept a few factors explaining 42.0% of the variation. The loading factors reflected three constructs such as legal factors, social factors and economic factors (Table 8).

Table 8. Factors indicating current tourism impact at Bandarban

Impact	Factor- Legal	Factor- Social	Factor- Economic
Income	0.03	0.06	0.95
Employment opportunities	0.06	0.14	0.54
Crime	0.80	0.18	0.09
Attitude towards job or work	0.06	0.59	0.11
Quality of life	0.21	0.43	0.26

A new regression was found determining the three factors and some other independent variables affect participants' their overall opinions of tourism sector at Bandarban. This method was conducted by using new index variables as a dependent variable and there are other three factors such as legal factors, economic factors and social factors. These three factors as replacements for variables were used in the last runs. The outcome has reflected that six variables significantly effect on participants' level of support for tourism at Bandarban (Table 9).

Table 9: Multiple Regression of support for Bandarban tourism sector on impact factors along with personal characteristics

Variable	Standard Regression Coefficient	F	Zero order Correlation Coefficient	Cumulative R^2
Community build up	0.34	58.3^a	0.42	0.21
Suggestion for a job in tourism sector	0.17	41.6^a	0.31	0.28
Legal factor	0.21	36.5^a	0.29	0.31
Economic factor	0.19	30.6^a	0.29	0.38
Employment in tourism sector	0.12	25.7^a	0.20	0.40

R^2 = 0.41, $a_v < .001$

Local people who are engaged in tourism employment were found a few perceptions and personal characteristics:

- Tourism based employment helps to improve image of the community of Bandarban
- Tourism based job has become a lucrative job and local people do suggestions to one another at Bandarban
- Tourism industry has positive impact regarding legal attitudes at Bandarban
- Tourism sector improves economy of the Bandarban

5.0 DISCUSSION AND CONCLUSION:

The findings reveal that supports come from tourism sector at Bandarban is quite strong for its local people and community. Furthermore, they not only support its present magnitude, they want its favourable expansion. The decision makers for its expansion are both public and private sectors, thus both of parties need to take care of this issues seriously since it requires a set of policies.

Local people who stay at Bandarban take tourists as fellow members of their society and they do not have complains about tourists' presence. Despite they have positive feelings for tourists and tourism employment of work facilities, people of Bandarban found or assumed that there might have a few negative issues such as traffic conditions, individual crimes, drug abuse and addiction and finally alcoholism too. These negative effects are needed to sort out and find out suitable solutions or recovery for all these. And the positive effects were employment opportunities, income, standard of living, tax revenue and quality of life.

Interestingly local people of Rangamati consider Bangladeshi tourists and international tourists in same manner. Both of them presence do not bring any objection, nor bring any sorts of intolerant feelings. Local people literally take them as guests. While respondents of this study were approached about their attitudes towards overall tourism, all of them simply mentioned very precisely about their image and economy of their community. They have been expressing as a fact of employment opportunities significantly.

This study is a contribution of work perceptions of local people of Bandarban in the presence of tourism related work activities. This study reveals the cost benefit analysis and dilemma in the significant presence of tourism. The impact of tourism in not ultimate universal. Rather it reflects the intensity and direction of tourists' functions, activities, relationship of hosts and guest, intensity of tourism development and growth.

Bandarban is a hill resort area with various tourism resources. Tourists from all over the world have been visiting Bandarban and the numbers of tourist are rapidly increasing. Most of the common motivation of visiting this area is hills and hills resorts. Hills resorts, hotels, lodging accommodations, foods arrangements for tourists,

transportation for tourists have been playing outstanding roles for the services and attending tourists tremendously. Hence, a ripple impact to local economy is observed regarding employment at necessary services and the demand for necessary materials too. Tourism at Bandarban reveals major benefits that can be expected from the influx of tourists.

Income, employment, infrastructure development and quality life are directly associated in tourism. Development of job training and growth of literacy might improve tempting tourism aspects of Bandarban. The government can make a suitable plan to make Bandarban attractive. Private investors might be encouraged to develop the tourism sector of Bandarban. In addition, if Bangladesh can assure a good environment and political stability, foreign investments and return might come out with extra ordinary care. But the plan should be proper guided and monitored. Bandarban hill area has residential community. Recently a wide range of vehicles mishaps are observed, and this is why quite a few vehicles might not be permitted going through into the local area. But products supply and carry should be routine work for providing genuine tourists services as well as economic development of local community. Therefore, this hinder needs to be taking care of. Social security and enforcement of law might create proper platform in various sectors of tourism at Bandarban in terms of social and economic and development of culture tourist.

6.0 SCOPE OF FURTHER RESEARCH:

The outcome of this research is not necessarily objective and obviously affected by a few factors rather than others. So, manager would make the results of this study to other destinations to have more exhaustive and significant comparative analysis in diversified situations. When the outcomes of the other parts of tourism sites would be available, then cross-geographical comparison could be conducted.

In addition, if the outcome of this study works remarkably, then it is a contribution of building blocks and hypotheses towards growth and development of theories about social impacts of tourism and its activities.

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